

MINUTES
Recreation Commission
City of Willoughby Hills
February 7, 2018

CALL TO ORDER: 7:03 PM
PRESENT: Chairman Jim Walsh, Vice-Chairman Jeff Fruscella, Dee Germano, Sandy Grubiss, Jeanne Kaston.
ABSENT: Lynn Hallum, Joseph Jarmuskiewicz and Kristina Zeleznik.
ALSO PRESENT: Recreation Coordinator Gretchen Weitbrecht, Linda Fulton (2909 Marcum) Katherine Lloyd, Clerk pro tem

2018 ORGANIZATION

Nomination of the Chairman and Vice-Chairman were done again for the record because Joseph Jarmuskiewicz was sworn in for term renewal after the last meeting.

Nominations opened for Vice-Chairman of the Commission

Jim Walsh nominated Jeff Fruscella for 2018 Vice-Chairman of the Recreation Commission.
Seconded by Dee Germano.
Jeff Fruscella accepted.
Roll call: Ayes unanimous.

2018 Vice-Chairman of the Recreation Commission: Jeff Fruscella

Nominations opened for Chairman of the Commission

Dee Germano nominated Jim Walsh for 2018 Chairman of the Recreation Commission.
Seconded by Sandy Grubiss.
Jim Walsh accepted.
The Clerk called three times for additional nominations.
Nominations were closed.
Roll call: Ayes unanimous.

2018 Chairman of the Recreation Commission: Jim Walsh

DISPOSITION OF the MINUTES OF January 3, 2018

MOTION: Sandy Grubiss moved that the Commission approve the minutes as submitted.
Seconded by Jeanne Kaston.
Roll call vote: 3 Ayes with one abstention (Walsh)
Motion passes 4/0

CORRESPONDENCE

Email to News-Herald RE: 2/7/18 Recreation Commission Meeting

COUNCIL REPRESENTATIVE'S REPORT (Hallum)

- Chris Hallum contacted Chairman Walsh before this meeting. Chris is disappointed that he could not be here tonight but he does have a prior commitment. He looks forward to joining us next meeting and participating with the Recreation Commission on an ongoing basis. We thank him for his willingness to serve.
- Recreation Committee of Council will meet on Monday, February 12 at 6:00 PM in Council Chambers to discuss a Memorandum with the Boys League. We are all welcome to attend.

RECREATION REPORT (Gretchen Weitbrecht)

- Sports Update: Softball and baseball registrations are coming in online and by mail. So far, there are 5 registrations for baseball and 8 registrations for softball.
- Breakfast with Santa Recap: That was not finished by the time Kyle left. Gretchen will work with Denise to get it finished in the next few weeks.
- Winterfest and Christmas Card Lane recap: That summary was included in the packet. It was on the plus side. \$609 was transferred into the Rec Capital Fund.
- Spring Craft Show on March 3rd: Chairperson needed. Returning vendors who had not responded or vendors that we had no contact with were all contacted in the last few days. Some indicated they were not coming. Gretchen is working to fill the tables. So far there are 55 tables filled and conversations with 9 more people. There is a 70 table capacity. Registration will be closed out at the end of this week. Willoughby Hills Lions have been asked to do Concessions. Gretchen asked for a volunteer to oversee the Craft Show. Jeff Fruscella volunteered to be the chairperson.
- Pancake Breakfast: Tickets were distributed to as many people as she could find. We will get batter from Flavors on the Avenue. Shopping for the Pancake Breakfast will be done after the Craft Show. There are only 2 pancake breakfasts this year. The Recreation Department date is Sunday, March 11, 2018 from 8:30 AM to 12:30 PM. The Lions Club Pancake Breakfast is on March 18, 2018. We are searching for volunteers for all 3 Events in March. Options for volunteers and line cooks to run the Pancake Breakfast were discussed. A Boy Scout leader told Gretchen tonight that the Boy Scouts will not be involved this year. Besides the loss of about 15 volunteers we are losing knowledge. Mr. Walsh will follow up with them to find out what happened. The Scouts are a great group. They serve tirelessly, relentlessly and the kids learn the value of service while working with the adults they see serving year after year. The Boy Scout Power will definitely be missed.
- Easter Egg Eggstravaganza Party: Saturday, March 24 from 10:00 AM to 12:00 PM. Jeff Fruscella is chairperson. Details being finalized. We are waiting to hear from the Fire Department about the Bounce House and Truck. They will be stuffing 10,000 small plastic eggs with bite-size on Thursday, 2/22 at 6:30 PM at the Community Center (O'Ryan Room). Volunteers are sought. Candy donations of candy will be appreciated. It can be dropped off at the Recreation Office between 9 AM and 2 PM. Jeff plans to shop for 10-15 bags of candy soon. No Jolly Ranchers can be accepted because of choking hazards for small children. Jeff volunteered use of his 9-hole miniature golf course to the event. Jeff ordered another set of clubs so that 18 children can play at a time. The 9th Hole will be modified.
- Captains Game Day: July 28 (Saturday) WH Appreciation Day at Classic Park with the Lake County Captains. The Mayor usually sets the date but he has deferred to the Recreation Commission. Choices of June or Saturday, July 28th were discussed. Decision is for July 28th. Better marketing of the event should help get more Willoughby Hills residents to the game. There is the Mayor's Newsletter and Council is looking into better communications methods on how to get the word out. It is a fun day and the Captains do acknowledge us.

- **Community Center & Rental Report:** The January report was in the packets for review. There is a significant difference in the amount of funds brought in compared with 2017. A large part of that is due to the carpet replacement. Carpet project is done. It looks beautiful. The carpet project cost us about \$1000-\$1500 in lost revenue. Gretchen has had quite a bit of contact with upcoming rentals so things should pick up. Advertising that is being done for the Rec Center besides what is on the WH Website was discussed. Jeff asked about using signs or banners out front. Posts have been made on Face Book that can be 'Shared' and 'Liked' with other people. That will spread them around more. Email Pushes were done for all 3 March events. That means any emails gathered from participants at former events. There were posts at the community Center and the Community Center Channel. Request was made for advertisement in the local church bulletins. There is advertisement in the News-Herald for the Craft Show. Outreach about the events has been made to the schools and St. Francis of Assisi.
- Unity Day - Sunday, September 9. There is ongoing discussion.
- Tennis Courts - Kyle submitted for grant paperwork.
- AARP Tax Assistance Program is in motion. Appoints start on February 9th. Gloria is handling sign up for the AARP members for their taxes.

460 FUND - December 2017 and January 2018. The increased detail in the report provide by Frank is appreciated. However, because of that request information, it uses a lot of paper.

UNFINISHED BUSINESS

- **Concession Stand at Roemisch Field recap:** We need to work on the concession stand to improve it. As part of that we want to recognize Tom and Bea Horwatt. Joe Jarmuskiewicz planned to discuss with the Boys League their preference for a plaque or plate at their January meeting. Joe can report on that at the March Rec. Comm. meeting.
- **Sanctioning Groups for Comm. Ctr.**

- **Cleveland Clinic, Ann Coughlin** - Mr. Walsh read the proposal aloud for the group. Gretchen has their requested date of March 22, 2018 on hold. Per discussion, it meets the criteria of being in service and of providing service to the citizens of Willoughby Hills. CPR training is very necessary. Proceeds directly benefit the WHISPER program.

MOTION: Sandy Grubiss moved that the Commission approve the sanction of the Cleveland Clinic for the Community Center.

Seconded by Dee Germano.

Roll call vote: Ayes unanimous.

Motion passes 4/0.

- **North Coast Lions.**

Mr. Walsh noted that the Willoughby Hills Lions are already sanctioned.

Mr. Walsh read the proposal of the North Coast Lions aloud for the group.

- Linda Fulton is present. She explained that it is an organization to benefit the people in need, especially the sight impaired. They pay for surgeries, eye exams and glasses. If a person needs eye exams and glasses, we refer them to a doctor. If surgery is needed, we would refer them Eye Clinic downtown for surgery. If WH Lions cannot service them, we would certainly.
- They are community involved, especially in Eastlake, Wickliffe and Willowick. They volunteer at City functions. They have one fundraiser per year. They would like to use the Community Room to hold it. They ask for help from the Commission.

- Linda Fulton explained that Lions Clubs are generally per community. There is one in Highland Hts. Willoughby has a couple. Willowick and Wickliffe combined and became North Coast. Eastlake part of North Coast Lions. A lot of the members are in WH. A couple of us have helped with Pancake Breakfast and Touch-A-Truck.
- We are trying to be more economical this year. Prices are going up. We are not able to raise as much money. Our purpose is to raise money for those in need.
- I was told that we cannot have prime time which is from March through October. I am looking one date for one event in the beginning of November. It is a rush to get on the calendar.

Discussion:

- They are service oriented. There is crossover between the communities and the clubs to help people out. They are looking for sanctioning for one specific date.
- How they serve WH? Where is the core of their organization?
- We are also looking at the community base.
- Willoughby Hills has community based organizations.

Concerns

- If we sanction neighboring communities, there could be a flood of applications.
- Concerned about serving organization from surrounding communities that are not based in WH or coming specifically into WH, and whether that would create a precedent.
- Precedent? If we do something for one, we should do it for others.
- Is there a facility in Eastlake or Willoughby or is this a preferred facility? It seems they should be in their own facility.
- Should organizations based in other communities have their meeting here?
- How do they serve WH?

Plan:

We will table this until March 7.

Gretchen will put a hold on the O’Ryan Room for Saturday, November 3, 2018.

Applicant was thanked for her patience.

- **New Bleachers:**

Sandy reported that her husband Mark got another quote from Belsen bleachers for Joe. The Grand total is \$13,056.50 for 5 units. The unit price is \$2,454. Shipping from Illinois would be \$786. Each unit has 4 rows of 15-foot long plank. Foot plank is 10-inches wide. These bleachers look like they are insurance compliant. Joe has the complete quote. Neither Sandy nor Joe have had a chance to analyze this quote in comparison with the two other quotes for bleachers that were discussed at the 1/3/18 meeting. We need to carefully go over the features and specifications of all three quotes. They need to comply with Insurance requirements. Questions were raised if they are ADA compliant, whether the vendor could vouch for it and whether ADA compliance is necessary for bleachers. When plans are sent to City Engineer, a note asking his input can be attached. At the March meeting, Lynn can report on her contact with Frank to set aside the \$16,500 appropriated from the 460 Fund. When ordering the bleachers, we need to allow lead time for shipping and installation.

- **Tennis Courts/Pickleball Courts:**

Tennis courts are done. Pickleball court needs some lining work. Discuss further.

- **The Roemisch Field Carving:** Carving will be sealed in the Spring.

- **Unity Day:** Scheduled for Saturday, September 9th. Suggestion to combine the event with Touch-A-Truck was discussed further. The Touch-A-Truck event includes the opportunity to see and touch

the Service Dept. vehicles, ambulances, fire truck, Life Flight landing, a Candy Booth, and Pizza, etc. At this time, further discussion of Unity Day and Touch-A-Truck will be tabled.

- **Advertising and Promotion of Rec Commission Events:**

- Gretchen asked about an advertising committee that could look at promoting Rec Commission events. Brainstorming discussion
 - Assess Booking and occupancy statistics
 - Budget Discussion: No money budgeted for advertising. We do have a fund. Each event could have budget with a certain amount for promotions. We need to determine how much is necessary for specific advertising projects. A specific amount could be put into a marketing account that is accessible. "You do not get your money back when promoting free events". If the Community Center was rented more, the Marketing Budget could be paid out of a couple rentals.
 - Advertising that would need a Budget
 - Booth at Bridal Fairs
 - Open House: Attendance was poor. We could not advertise the Open House- no budget.
 - Target Advertising through Face Book – needs a budget. Need to 'Grow' the Face Book page. Canva- Denise learned to make share-able ads for Face Book. Gretchen wants to learn.
 - At Events: Distribute Handouts: along with the message, always include 'Like' WH Recreation' in the message. Use a list to obtain emails at events.
 - Direct Marketing – The message must be simple and to the point. It cannot be complicated. Ex. Glossy Magnet of a Calendar of Recreation Events.
 - Direct Mailing- 9,000-10,000 residents --"Host Your Next Event with Us"
 - Make people aware that Community Center is available.
 - List the room sizes and room rates.
 - Enclose Calendar of Events.
 - Signage and/or Banners
 - Hanging Sign off the existing Community Center Sign re: "Have your event here. Call *here*".
 - Digital Sign: Locate at Rec Center or at the corner of Rt. 91 and Rt. 6. Mayfield has one at a traffic intersection that scrolls through list of events, etc.
 - Flashing Arrow Sign: Portable. It can be brought in and out for the events. That way it does not become part of the scenery. Change letters & message, ex. Fish Fry here. Less expensive than digital. Get 2 signs.
 - Email Promotions
 - include a hyperlink to the Face Book, "Don't Forget to 'Like' us on Face Book"
 - Already using Mail Chimp to better push emails out to the public.
 - Continue gathering email addresses for future events.
 - Previously discussed ideas:
 - What does the community have that would help promote this?
 - Gather information on places or sites (like Craigslist) that will post events for free. Flyers, Value-Pak and coupon books were suggested.

PLAN: Leave on New Business for March meeting. Get pricing.

NEW BUSINESS:

- 1.) Community Centers in Other Communities: Jim had volunteered to lead a group to look into other communities to see how they do their Community Centers or Senior Centers and the center events. Sandy, Jeff and Joe volunteered to help. A set list of questions will be asked of each one so their information can be compared. Questions include what they are doing, personnel, Room rates, type of staff, how much staff paid, how much of staff is volunteer, etc.
- 2.) 2019 Event Dates: Kyle asked about finalizing 2019 dates. She is getting calls for rentals up to 2019.

PUBLIC PORTION Opened at 8:17 PM

Linda Fulton, 2909 Marcum, You started to talk about the 460 Fund but didn't finish. Is any money spoken for? I think it may be time to survey the residents to see what they want from Recreation. It has been a while since they had a survey. About two years ago there was a centerfold in the Mayor's Newsletter. The upcoming Calendar of Events could be rated. It could be on the back of the Mayor's Newsletter. I have a concern about Unity Day. Combining Unity Day would have you doing a fun & games day with a day that is more solemn like a Veteran's Day. I think it should be on City grounds, not the VFW, Speaking of VFW, other communities have banners. I think the resident or a relative would have to pay to have the banner put up.

Discussion:

- 460 Fund, continued: The unencumbered balance at the end of January, 2018 is \$32,414. 27. The encumbered balance is \$455.83. \$16,500 will be set aside for the bleachers.
- Marketing Discussion, continued: A rating survey could include "what are we doing right?" and "what do you see that we can improve?" and 'what they would like in the future'. A section of it could be returned to the Recreation Board. It could be included with a marking effort. That, in turn, could guide the marketing effort. There would be no cost if it is included in the Mayor's Newsletter. How frequently does it go out? If Mailing is considered, we need to determine what we want and cost of mailing and printing. Jim will contact LBL for quotes for 10,000 magnets, postage and mailings. They would do all the printing and addressing.
- Unity Day & Touch-A-Truck discussion: It combines games for children getting to know your neighbors and promote community unity. Thought would bring the event to City grounds.
- Banners and Flags: We used to do flags. Doing flags again and using banners goes back to budgeting.

Public Portion closed at 8:26 PM.

ADJOURNMENT: Meeting adjourned at 8:30 PM by Jeff Fruscella

Katherine Lloyd
Clerk

Jeff Fruscella
Chairman
Date approved: 2-7-18

Note: Meetings of the Recreation Commission are recorded and recordings are public record.